J. C. Penney Store In This City Opened For Business on Thursday

The J. C. Penney Company threw open the doors of its handsome new store for business Thursday morning at nine o'clock, adding another modern and up-to-date store to the business establishments of this city. There was no formal opening but everything was ready for customers at the opening hour, and visitors and customers were greeted with a most attractive display of well arranged merchandise.

This building was leased the first of the present year and workmen have been busy for more than two months remodeling it, installing fixtures and putting it in shape to meet the exacting requirements of the J. C. Penney organization.

S. L. Warner is manager of the store and W. M. McDonald assistant manager. Both these gentlemen moved here from Amarillo where they had been with the J. C. Penney store.

"To build me is to build success." This is the creed of J. C. Penney who, twenty-six years ago, started the first J. C. Penney store in Kemmerer, Wyoming.

In these twenty-six years he has watched that one tiny store in a western mining community multiply into almost one thousand stores distributed over forty-six states. He has seen his original investment of $500 cash plus a note for $1,500 grow into an annual business of over $150,000,000.00.

As he has watched this development Mr. Penney has been impressed time and again with how closely his observations have borne out the truth of his belief in man-building as the keystone of success, a belief he acquired when acting as the boy of all work in a Hamilton, Mo., crossroads store at the amazing salary of $25 a year.

Ordered west on account of his health, he took a position in Evanston, Wyo., as salesman with the Johnson and Callahan Company. Here for the first time he experienced the appreciation of an employer for the honest efforts of his assistants. He learned too what a strong spur such appreciation can be to an ambitious boy. Turning down offers at double the salary from rival stores Jim Penney remained with Johnson and Callahan for three years holding positions of increasing responsibility.

"At the end of my three years in Evanston," Mr. Penney relates, 'Johnson and Callahan were operating six stores. Instead of being given the managership of one of these stores, I was afforded the opportunity of buying a third interest in one of these stores. This I did with my savings of $500 and a note for $1,500."

"In March, 1902, I left for Kemmerer Wyoming taking with me my wife and our year old son. We established living quarters over the store in an unfinished half-story building. Mrs. Penney helped me in the store and often made the baby's bed on a pile of overalls.

"Kemmerer was a little mining town, my income was small and our policy of operating the store on a cash basis was looked upon as one certain to fail.

"The business at the end of the first year was satisfactory.

"The fact that I had been given the opportunity to own an inteerst in the store, a share in the thing I was creating, fired my ambition to the limit. The fact that responsibility had been placed on my shoulders developed the best spirit there was in me. I have tried to remember these facts in my dealings with young men

"It was at the Kemmerer store that I got the inspiration for the chain of stores and for the system of partnerships for the managers. 'It worked with me. It will work with others,' I said to myself.

"The secon dstore of the J. C. Penney Company was opened at Cumberland, Wyoming. In this store I employed a young man by the name of Earl C. Sams. I took Mr. Sams into partnership with me in my third store. All of the subsequent Penney stores have been built on the partnership basis."